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Tuesday, July 29, 1930.

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A series of radio talks by W. R. M. Wharton, chief, Eastern district, Food, Drug and Insecticide Administration, U. S. Department of Agriculture, delivered Tuesday mornings at 10 a.m. Eastern Standard Time through WJZ, New York and the following other stations associated with the National Broadcasting Company: KWK, St. Louis; WREN, Kansas City; KFAB, Lincoln; WRC, Washington; WBZA, Boston; KSTP, St. Paul; WSM, Nashville; WAPI, Birmingham, WJAX, Jacksonville; WPTF, Raleigh; WRVA, Richmond.

Good morning my radio friends, - For the twenty-second time your Government representative comes to you to tell you how your food and drugs are safeguarded through the enforcement of the Federal Food and Drugs Act and to tell you how to read food and drug labels. My effort is to make the housewives of the Nation intelligent label readers and therefore discriminating buyers.

A prominent trade publication has recently said editorially, "the failure of the public to read labels constitutes a leak in the pure food law" and in reference to my radio talks this editorial says "they constitute an effort to plug that leak, which ruins effective enforcement of food laws." Moreover this editorial says further, "if no one reads the label then definitions and standards for food products become worthless and deceptive packages have no restraints." It ends by saying, "by all means sell the public on reading the label, wake it up, plow it up, if such drastic measures are necessary, for when consumers actually begin to buy according to the label, half of the trade evils will speedily vanish." This is what a trade publication thinks of my Read-the-Label talks. What do you Mr. and Mrs. Consumer, who are more vitally interested still, think of them? - Are you willing to write a postal card to get a complete set of copies of all of my Read-the-Label information? A few weeks ago I told you what is, what always has been, and what probably always will be the most common, the most prevalent, the cheapest adulterant of foods. I told you that this adulterant is water.

Water is naturally present in practically all foods and so I suppose the dishonest manufacturer argues what is the harm of adding just a little more water and he probably at the same time takes a paper and pencil and begins to figure profits from the use of water. He will find in his calculations that if he can add 10 per cent of water to be sold as a food product and if the output of his factory is worth \$100,000 per year, his net profit on the sale of water will be \$10,000 per year. On the other hand, if his gross business amounts to \$1,000,000 per year and if he adds 10 per cent of water to be sold at food prices, his net profits on the sale of water will be \$100,000 per year.

Now my story today is about the adulteration of canned tomatoes with water. Canned tomatoes have been adulterated extensively in the past by means of the addition of water to the product. The Federal Food and Drugs Act is violated when water is added to canned tomatoes and your officials in enforcing this law are constantly investigating and testing canned tomatoes and taking appropriate actions when adulteration with water is discovered. Regular inspections are made of all tomato canneries

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and during one canning season, an inspector visited a certain plant and noticed a very peculiar circumstance. He noticed that whenever he reached this plant he found an employee at the front door and he noticed that upon his arrival, this employee pushed a bell-ringing button located on the front of the factory. Upon making the inspection, the inspector found that every department, all machinery and every activity of the plant seemed to be in order, and legal; but with the bell ringing incident in mind, your food and drug inspector decided that it was necessary to change his method. Accordingly, on a certain day a squad of three field men of the Food and Drug Administration gradually and separately drifted unseen behind a storage house close to the tomato factory. At a given signal your three Government agents ran at top speed into separate entrances of the canning factory, each going directly to a separate department of the establishment. This was a surprise visit made with such speed that there was no time left for the management to make any changes in procedure or equipment, and what do you suppose one of these inspectors found! They found a water pipe line running to the tank containing the tomatoes which were being packed in cans and water was running through the pipe line into the tank of tomatoes.

Examination showed that this water pipe line was detachable in short lengths, it could be removed very very quickly, and there was a place to hide it. Of course what had been happening was on previous visits, when the inspector appeared at the front door of the factory, the electric button signal gave warning to the employees inside whose business it was to proceed to quickly remove the detachable pipe water line, place it in its wonted place of concealment and thus fool the inspectors. But now all was known and appropriate actions were taken under the Federal Food and Drugs Act, the company's shipments were seized, the owners of the company were prosecuted, and it is now presumed that they have learned that they cannot any longer sell you Mr. and Mrs. Consumer water added to tomatoes at tomato prices. Thus, does the enforcement of the Federal Food and Drugs Act protect your food and drug supply.

Next, for my Read-the Label information, my subject will be canned fish. The most important canned fish product is of course canned salmon. Do you know that high quality Chinook salmon generally commands a better price than Red salmon? Do you know that Chum salmon is the cheapest grade? Do you know how to read the labels to determine whether you are getting the best value for your money when you buy salmon. I propose to tell you how to read the labels. Salmon is canned in Alaska, in British Columbia, and in the States of Oregon, Washington and to a small extent in Northern California. Nothing but parts of fish and a little salt go into the can. There are five varieties of salmon, the common names for which are CHINOOK salmon, RED salmon, COHO salmon, PINK salmon, and CHUM salmon, and I have named them in the order of their relative quality. There is a considerable price spread between these various kinds and you should buy Red salmon cheaper than Chinook, Coho salmon cheaper than Red salmon, Pink salmon cheaper than Coho, and Chum salmon cheaper than all the rest.

Chinook salmon or Royal Chinook salmon is some times called King salmon, Tyee salmon, Quinnet Salmon & Spring salmon.

Red salmon, is otherwise called Sockeye salmon, Blueback salmon, or Nerka salmon.

Coho salmon is often called Silver salmon, or medium red salmon.

Pink salmon is also called Humpback salmon and Gorbuscha salmon.

Chum salmon, is otherwise called Keta salmon, Dog salmon and Calico salmon. Ordinarily you will find on the labels the terms Chinook, Red, Coho, Pink and Chum, as indicative of the variety. When you see the name Salmon unqualified by a species name on a label you will be justified in concluding that the product contained in the can is one of the less desirable species of salmon. The terms Alaska, Columbia River, etc. are used on salmon labels and these mean only the place of production. The labels on Chinook salmon often carry statements such as "Spring Catch", and the term "Fancy" also connotes the same thing. As a matter of fact the Fancy grade of Chinook salmon is a much better grade of fish, better in color and higher in oil content than the fall catch, which is generally referred to as "choice salmon". Read the labels too my friends for quantity of contents statements. Most packages of salmon contain one pound, or one-half pound. There are many brands, however, put up short of these quantities. In such cases, the labels will read 15-1/2, 7-1/2 or 7-3/4 ounces, as the case may be.

Now let us consider tuna fish and similar fish. These products are always canned with the addition of a small amount of oil, usually cotton-seed, and a small amount of salt. There are many things the label readers should know about this class of canned fish, since there are many kinds of fish put up in packages similar to tuna packages and some times sold as tuna when tuna is desired. Such products may not be tuna at all and the labels will tell you that they are not, if you know how to read them. A product labeled as tuna fish must be prepared from one of four varieties of fish, namely, Blue Fin or Leaping Tuna, Long Finned Tuna or Albacore, Yellow Fin Tuna, and Striped Tuna. Fish known as Bonito or Bonita, and Yellow-tail or Amber fish, can not be called tuna fish at all but must be sold under their own names. The labels on cans of such fish tell you the names of the species and no mention is made of the term tuna. Now knowing this, label readers, don't you think that you can buy more intelligently.

You see the term "White Meat" on tuna labels. The only fish of this class which produces meat which may be properly labeled as white meat tuna is the Albacore, but you will see labels reading, "White Meat fish" or "White Meat of the Bonita" or "White Meat of Yellow-tail", or you may find the label "White Meat Bonita", don't be misled when you see such labels into believing that you are getting white meat tuna. The term Tuna and the term Tunny are synonymous but the term Tonno, and Italian name, is used to describe a special Italian style pack of tuna. The term Tonno connotes definitely

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that the fish in the can has been packed in olive oil and this same thing is true if the product is labeled Italian style tuna. This brings us to the statement that you must read the labels to determine what kind of oil your fish has been packed in. If it is packed in olive oil the label will usually tell you so. If it is packed in cottonseed oil the label will usually carry a declaration of this fact. I have seen statements on canned fish labels which read something like this. "No filler or cereal used". This might give you the impression that while there was no filler or cereal in the particular brand on which that label occurred, still there were other brands made with such fillers. This is not true. Canned fish of this character never contain fillers.

The next class of canned fish which we will discuss briefly is sardines. Sardines are small fish of several species. These fish vary in size and consequently the number of fish in each can varies. They are packed in mustard sauce or oil and the label will tell you which. If they are packed in olive oil the label will tell you so. If some other oil is used, the label may declare the oil to be salad oil. Some times the fish are smoked before canning, and often such smoked sardines are called and labeled kippered sardines. Sardines should be differentiated from anchovies, which are a definite species of fish and which are put up and sold under their own name. Moreover, you find bristlings and sprats, other species of small fish which come to us from the Baltic and North seas. They are usually packed in olive oil. You will meet the name Anchovy Sprats which means Sprats packed in anchovy style.

Canned lobster is a delicacy which comes to our tables. When labeled as lobster, only the meat of the true lobster can be used. The Rock lobster or Spring lobster is not a true lobster but a sea crawfish. Canned shrimps are packed in two ways. Dry pack or wet pack. The label will tell you the kind of pack and you may select your choice. Imported crab meat is largely canned. The commonest imported canned crab meat comes from Japan and is made from the Japanese crab. An inferior type of crab meat is known as Korean crab meat or Hairy crab meat. Watch the label to be sure that you are getting what you wish to buy. My radio friends would you like to have a copy of this talk. - Would you like to have a copy of my interesting talk on vitamins, my talk on food poisonings. You may have these and copies of all of my Read-the-Label information for the asking. Write to W. R. M. Wharton, United States Department of Agriculture, 201 Varick Street, New York City. I thank you.